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1. A method of utilising a printer having first and second feeding means for feeding an item to receive an imprint past a print head, said first and second feeding means being operative to engage the item for the feeding thereof at first and second locations; said second location being spaced in a downstream direction from the first location by a distance of length greater than a dimension of the item in the direction of feeding thereof including the steps of providing a carrier for said item, said carrier being at least as long as said distance; mounting the item to said carrier and feeding the item while mounted in the carrier to and past the print head by utilising the first and second feeding means to concurrently feed the carrier whereby the item is fed by the first feeding means at least until the carrier is fed by the second feeding means.

2. A method as claimed in claim 1 wherein the printer comprises printing means of a postage meter and the first and second feeding means are constructed to feed mail pieces having a length at least as long as the distance past the printing means to receive an imprint of a postage indicium.

3. A method as claimed in claim 1 wherein the item is a smartcard or memory card.

4. A method as claimed in claim 3 wherein the imprint corresponds to data stored in the smartcard or memory card.

5. A method as claimed in claim 2 wherein the item is a smartcard or memory card and the imprint is of an advertising slogan corresponding to data stored in the smartcard or memory card.

6. A carrier for an item to be fed by first and second feed means spaced apart in a direction of feeding comprising a sheet like member having a recess opening in a surface thereof to receive the item such that a face of the item to receive an imprint is exposed, said carrier having a dimension in a direction of feed of the first and second means greater than the spacing of the first and second feed means.

7. A carrier as claimed in claim 6 wherein the recess has a depth such that the face of the item received in the recess is approximately level with the surface of the carrier.

8. A carrier as claimed in claim 6 wherein the carrier comprises a first sheet like element and a second sheet like element bonded in overlying relation to the first sheet like element, said second sheet like element having an aperture therein forming the recess to receive the item.

9. A carrier as claimed in claim 6 to receive a smartcard or memory card.